

**DESIGN REVIEW BOARD
CITY OF WILLOUGHBY
REGULAR MEETING MINUTES
AUGUST 3, 2022 7:00 p.m.**

PRESENT: Adam Brown; Bill Henrich; Paul Garcia; John Perkovich, Chairman
ABSENT: Dan Volpe
OTHERS: Vicki Grinstead, Secretary

Chairman Perkovich called the meeting to order at 7:01 p.m.

OLD BUSINESS

Family Dollar/Dollar Tree
38000 Euclid Ave.
(Rep.- Major Harrison, Major Source)

**(2) Illuminated wall signs,
(1) Non-illuminated freestanding
ground sign**

Mr. Garcia moved to untable Old Business for the sign package for Family Dollar/Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 and Mr. Henrich seconded.

ROLL CALL: Yeas: Mr. Henrich; Mr. Garcia; Mr. Brown; Chairman Perkovich
Nays: None
Absent: Mr. Volpe

Motion Carried: Untabled

Mr. Harrison of Major Source is representing the signage application for Family Dollar/Dollar Tree.

Chairman Perkovich said the only thing the board has received new since the last meeting is a revision of the ground sign. Mr. Harrison said they have reduced the size from the one previously sent to the board and gave the board a copy (in record 8-3-22). They reduced the size from 8' high to 6' high and have added a brick base color that will match the building. The sign has aluminum panels and will not be illuminated but they are exploring the option of ground lighting.

Chairman Perkovich said at the last meeting the sign package also included the signage on the building which included two options; one was the stacking option, and the other was the linear option. The board did state they preferred the linear option. Mr. Harrison said corporate was open to either option. Chairman Perkovich said at the last meeting they were looking at something a little more cohesive than the dual corporate identity package. He does appreciate them reducing the ground sign height, but it still has the same corporate package. He was hoping corporate would meet the board halfway on some changes but does appreciate them giving the board one or two options. He feels these signs deviate substantially from what this board typically approves.

Mr. Henrich agrees with Chairman Perkovich and said he is disappointed corporate will not compromise with the corporate logo. He said he was in another city and saw a McDonalds sign where their logo, the golden arches, was beige and this city obviously told them you need to tone the sign down. He does not believe this was even a historic district and said if a large corporation like McDonalds will compromise then he would like to see Family Dollar/Dollar Tree do the same. Mr. Harrison said there has been some discussion between the law offices and he cannot do anything different at this time.

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Mr. Garcia said he is not happy about the signage but does understand corporate branding and was hoping for some sort of compromise. He does like the latest look of the monument sign but feels it still looks a little plain. Mr. Harrison said they have conveyed this board's suggestions to his client on three occasions, and this is what they came up with. Mr. Garcia does like the lower profile, but a cap stone piece may add some interest. Chairman Perkovich said the ground sign will also have to have year-round ground cover which will soften the base. Mr. Brown appreciates the changes and understands Mr. Harrison's position.

Chairman Perkovich said he did some due diligence after speaking with the corporate rep. last month and trying to compromise to see if there was any room for movement on the making the signs more cohesive. He downloaded, off the internet, Family Dollar logos through the years and it has been changed four times. Dollar Tree's logo has been changed three times and each of the changes included color changes. He said they brought up the Lanham Act and stated the board cannot dictate a change in their trademark lettering. He showed the printed version of these signs to Mr. Harrison and the board members each received a copy. Chairman Perkovich said in speaking with the Law Director he found a 54-page document on the Lanham Act and on page 8 he found it stated the Lanham Act does not contain any explicit legislative directive saying it must preempt state law. He said our Codified Ordinances for the historic district are trying to make a cohesive place and that is what they are trying to convey. They would like this signage to be cohesive with the neighboring properties. He said the motion should reference Option #2 for the linear option of the wall signs.

Mr. Brown moved to approve the sign application with the amended non-illuminated freestanding monument sign (amended version in record 8-3-22) and Option #2 for both illuminated wall signs for Family Dollar/Dollar Tree, 38000 Euclid Ave., Willoughby, OH 44094 and Mr. Henrich seconded.

ROLL CALL: Yeas: Mr. Garcia
 Nays: Mr. Brown; Mr. Henrich; Chairman Perkovich
 Absent: Mr. Volpe

Motion Carried: Denied

Family Dollar/Dollar Tree
38000 Euclid Ave.
(Rep.- Mark Sims, Property Developer)

Exterior renovations

No one was present to represent Family Dollar/Dollar tree for exterior renovations, so this item will remain tabled.

NEW BUSINESS

Charlton Abbott
37903 Euclid Ave.
(Rep.- Steve Foster, The Sign & Graphics Firm)

(1) Non-illuminated directional sign

Mr. Foster is representing the signage application for Charlton Abbott.

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Mr. Foster said Charlton Abbott was looking to install some directional signage at their entrance of their parking lot. This sign has a dual post that is single sided on Jordan Drive that says Charlton Abbott entrance.

Mr. Henrich moved to approve the application for a non-illuminated directional sign for Charlton Abbott, 37903 Euclid Ave., Willoughby, OH 44094 as submitted and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Henrich; Mr. Garcia; Chairman Perkovich
Nays: None
Absent: Mr. Volpe

Motion Carried: Approved

Willoughby Bible Church
37927 Euclid Ave.
(Rep.- Steve Foster, The Sign & Graphics Firm)

(2) Non-illuminated directional signs

Mr. Foster is representing the signage application for Willoughby Bible Church.

Mr. Foster said they are also working with the Willoughby Bible Church for overflow parking across the street during Monday-Friday. The church needed a better entrance sign off Euclid Ave. They have a co-branded sign as well for the shared parking lot for the Willoughby Bible Church. The signs use the same type of dimensions. He said across the street from Jordan Dr. is a similar sign in size to the sign discussed above but says Willoughby Bible Church parking and below that it says Charlton Abbott additional parking. On the back side of this sign, it shows the church logo and EXIT. At the entrance to the church off Euclid Ave. the sign is double sided so it can be seen from both directions, and shows the church logo, and says ENTER.

Chairman Perkovich does not have any issues with the signage, and it matches their existing signage. The board members all agreed it looks nice and have no issues.

Mr. Henrich moved to approve the application for Willoughby Bible Church, 37927 Euclid Ave., Willoughby, OH 44094 as submitted for (2) non-illuminated directional signs and Mr. Garcia seconded.

ROLL CALL: Yeas: Mr. Henrich; Mr. Garcia; Mr. Brown; Chairman Perkovich
Nays: None
Absent: Mr. Volpe

Motion Carried: Approved

Friends of Recovery
37641 Euclid Ave.
(Rep.- Dennis Anthony)

**Re-side home & replace trim
w/white vinyl**

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Mr. Anthony is representing the exterior renovation application for Friends of Recovery for the home located at 37641 Euclid Ave.

Mr. Anthony said they would like to re-side this home. They want to replace the cedar siding with vinyl lap siding which is similar to what was on the home before. The home will be trimmed in white vinyl and not painted. The main color will be midnight blue in the double four. Mr. Anthony said during the plan review the building department noted the windows did not meet code and were undersized, needed replaced immediately due to safety concerns, so they have already replaced them. They were going to try to save the original siding, but it was chopped up during the replacement of the windows, so they felt the best course of action was to re-side the home with vinyl. The boards had no questions or concerns.

Mr. Garcia moved to approve the application for the home located at 37641 Euclid Ave., Willoughby, OH 44094 as submitted for the re-siding of the home w/vinyl siding and white vinyl trim and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Garcia; Mr. Brown; Mr. Henrich; Chairman Perkovich
 Nays: None
 Absent: Mr. Volpe

Motion Carried: Approved

Wholesome Hippie
4075 Erie St.
(Rep.- Edward Sajovic, EJS Designs)

**(2) Non-illuminated wall signs
on front & rear canopies**

Mr. Sajovic of EJS Designs is representing the signage application for Wholesome Hippie.

Mr. Sajovic said he is presenting the board with signage on the canopies and some mural options just for discussion this evening. He presented the board with Option #5 (in record 8-3-22) for the black awning for the front façade with the name/logo on the skirt which his client prefers. They feel they need more visibility for street traffic to see the business above the signage on the glass. There is a new owner of this business Travis Huffman. He was previously a customer of this business and would drive by and not notice it was there and this is why he would like an awning with the branding. He said the other option, which was presented in the original package where the awning is lime green (Option #11). He would like option to do either Option #5 or Option #11 which his client preferred.

Mr. Sajovic said the back awning above the doorway shows Option #1 which is a black awning and there is also a green version. He said whatever color they selected for the front would be ideal for the rear. Mr. Henrich asked what color green is this and Mr. Sajovic showed the board a sample of the lime green awning color.

Mr. Henrich said the lime green is a bit much but the kelly green in the rendering is tamer. Mr. Henrich said he preferred an option called Irish Green that Mr. Sajovic showed the board.

Chairman Perkovich said he does not mind the black awning with the signage. He said since the building is symmetrical, and they are only doing half, he wondered if there was a way to mount the awning under the sign band. He understands the need for the visibility of this signage. Mr. Sajovic said it would be a pitch issue which

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would dramatically reduce their front skirt. Chairman Perkovich feels the awning mounted on the sign band would be a detriment to the symmetry of the building. Mr. Brown agreed and asked about the painted sign on the sign band (Option #3). Chairman Perkovich said he likes Option #3 better, but it still breaks up the building. He suggested reducing the black by 2-3' on each side of the sign and centering the sign over the window. Mr. Sajovic said maybe if they painted the black all the way across then Hype Vape Shop could add some signage above their shop. Chairman Perkovich said if the entire sign band were painted black, he would not have an issue with that.

Mr. Sajovic said for the back of the building they would replace the hard structure with aluminum and new canvas. They will also clean up the bushes and make the back entrance more presentable. This entrance is shared with another tenant. .

Mr. Sajovic said navigating the parking lot to find this entrance is difficult. They discussed a mural on the side of the building with branding and the board suggested not using the branding. This may require a variance because it is not the side Wholesome Hippie occupies. They also had a brief discussion on putting vinyl signage on the back black shed as well. This shed may also belong to another business. Chairman Perkovich said the signage on the shed would be more beneficial but is way too large. These items were not on the agenda for discussion.

The board decided on the two options; to paint the front sign band black with the dimensional lettering on the sign band (Option #3), but the sign band should be cut back 2-3' and centered over the front window or the black all the way across. The back awning can be the Irish Green (not lime green) or black.

Mr. Henrich moved to approve the application for Wholesome Hippie, 4075 Erie St., Willoughby, OH 44094 as submitted for (2) non-illuminated wall signs one on the front façade and one on the rear canopy with the stipulation that front signage be a black background cutting off 2-3' so it is just under the lettering and centered over the window (Option #3) or continuing the entire width of the sign band if permission is granted by building owner and the rear awning can be either black (Option 1) or Irish Green and Mr. Brown seconded.

ROLL CALL: Yeas: Mr. Brown; Mr. Henrich; Mr. Garcia; Chairman Perkovich
 Nays: None
 Absent: Mr. Volpe

Motion Carried: Approved

MINUTES

July 6, 2022

Mr. Garcia said there was a spelling error on page 5 which will be corrected.

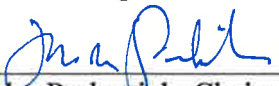
Mr. Garcia moved to approve the Design Review Board meeting minutes, as amended for July 6, 2022 and Mr. Henrich seconded.

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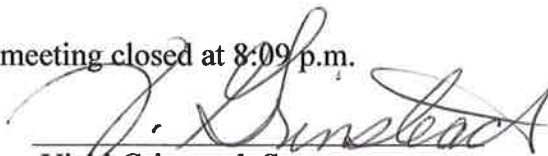
ROLL CALL: Yeas: Mr. Henrich; Mr. Garcia; Mr. Brown; Chairman Perkovich
Nays: None
Absent: Mr. Volpe

Motion Carried: Approved

There being no further business the regular meeting closed at 8:09 p.m.



John Perkovich, Chairman



Vicki Grinstead, Secretary